



Canadian Nursery Landscape Association

Association Canadienne des Pépiniéristes et des Paysagistes

FOR 100 YEARS THE CANADIAN NURSERY LANDSCAPE ASSOCIATION HAS BROUGHT GROWERS, LANDSCAPE PROFESSIONALS AND RETAIL GARDEN CENTRES TOGETHER FOR THE BENEFIT OF COMMUNITIES AND BUSINESSES ACROSS CANADA.

AUDIENCE

TARGETED MESSAGING

The CNLA focuses exclusively on the opportunities and challenges facing professionals in the horticulture industry in Canada. Representing over **4,000 professional association members** across Canada including; Growers, Garden Centres operators and Landscape businesses.

PLATFORMS

CNLA NEWSBRIEF MAGAZINE - QUARTERLY

Published quarterly in March, June, October, and December, the magazine is a full-colour editorial magazine which is **direct mailed to over 4,000 member companies across Canada.**

CNLA MEMBERSHIP E-NEWS - MONTHLY

Sent once a month to CNLA's 4,000+ member companies, this e-news is our way of keeping the national membership up-to-date on programs, events, and news in the horticulture industry. There is an opportunity to include leader boards and banners.



OVER 23,000 SUBSCRIBERS
OPEN RATE 40%
CLICK RATE 5%

CNLA WEBSITE - <http://www.cnla.ca>

Our website receives **over 18,000+ unique visits a year**, it hosts industry information, event listings, and our member savings programs portal.



550+ Followers



2.9K Followers



325+ Followers



Cross posting and building out channel in 2022

NATIONAL EVENTS



Year of the Garden

Année du jardin



October 19 - 22 • Canada's Year of the Garden
Du 19 au 22 octobre • Année du jardin

2022 has been proclaimed as **Canada's Year of the Garden**, and marks the **100th Anniversary of the CNLA.**

TESTIMONIALS

"From a personal perspective, the relationship-first style of CNLA members has created a culture that is the envy of other associations around the world."

Karl Stensson, *Sheridan Nurseries*